Brandon Egbert

C856 Task 1

# Timeline

My last submission was marked for not having reasonable timeframe. I tried to keep it close to how long I actually spent on it, but I wasn’t necessarily keeping close tabs on the time. I added a little bit of time across the board, and a decent chunk to the prototype, so hopefully this will be sufficient.

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| --- | --- | --- |
| **Activity** | **Time** | **Reasoning** |
| Persona | 2 hours | I used excel to help average out the attributes, and tried to fill in the gaps with my estimation of what someone like that would be like |
| Wireframe | 2 hours | The most difficult part of this was learning InVision and making a consistent template that would be easy to spice up for each page. I’ve built webpages before, so I’m familiar with how content is setup. I also have a tendency to use the same page format |
| Guerilla testing | 1.5 hours | I incorrectly used just my time here, but really it should include the time my testers spent on it as well |
| Prototype | 8 hours | This was easy but time consuming. I’ve built webpages before, and bootstrap helped a lot, but I had to spend time tweaking things to be just the right size |
| Objectives | 1 hour | Had to redo these because I didn’t understand the task initially, bumping up the time required. Also a little awkward because most of the text is lorem ipsum, and not at all meaningful |
| Sources | 1 hour | This section is unusual. Finding all of the sources and tools I used was pretty quick, but I did spend a decent amount of time reviewing different options. I count it as time spent selecting my sources |

# Persona

Graphical user interface, website

Description automatically generated

# Wireframes

Diagram

Description automatically generated

# Guerilla Testing

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Feedback** | **Actionable?** | **Response** |
| Stacey | Not understanding what Taniti is; unfamiliar with wireframe purpose | Sort of | As this is a wireframe, it doesn’t have very much detail on it and is very crude. Feedback can be applied to the prototype though |
| Paul | Questions about details of the site, such as airfare, and being able to access contact us and FAQ from any page | Sort of | As this is a wireframe, it doesn’t have very much detail on it and is very crude. Feedback can be applied to the prototype though |
| Rosa | Wireframe doesn’t have much information | No | As this is a wireframe, it doesn’t have very much detail on it and is very crude |

# Guerilla Testing Changes

Since a lot of the feedback was related to lack of understanding about the purpose of the wireframe (which is absolutely something I am responsible for), a lot of the feedback is focused on increasing the details. Some of it, such as the contact us and FAQ being accessible on every page, is relevant and will definitely be incorporated in the prototype. With the feedback from Stacey regarding Taniti, there should be somewhere on the site that explains what Taniti is. I assumed that anyone who visits the site would be looking for an island resort, but some customers may not know. Also, they may not take the time to read the entire site, so this information should be readily available: on the homepage, faq, and contact page. I think that the repetition would be helpful, because not everyone will go through the same webpage route I envisioned. It should also be different depending on which page the person is on, so that it isn’t boring, but still be consistent in the information provided. I think another piece of feedback that wasn’t exactly explicitly stated, is that there should be a lot of information on the actual pages, within reason. It should have all of the essential information, capturing the allure of the resort/island and encouraging the reader to actually visit the island for the full experience. I think there should be some ambiguity to draw people in, but in a way that doesn’t cause anxiety. It’s the mystical Taniti, who wouldn’t want to go!

# Prototype

<http://eggman.infinityfreeapp.com/>

Note that the pricing page from the wireframe is missing. This is intentional, with the idea that customers would need to use the “Contact Us” page to find the price. It’s bad for the user experience, but I think it would make customers more committed to booking than if they could get an easy trip cost

# Useability Tasks

1. How would you contact the company?
2. Where would you find what you can do on the island?
3. Where might you find additional information about the hotel besides the “Accommodations” page?
4. How do you know what page you are on?
5. Besides clicking on the “Home” button in the navigation bar, how else can you go back to the home page?

# Sources

Persona template - <https://app.xtensio.com/try/user-persona-template-and-examples>

Persona Image - <https://pixabay.com/images/id-1209494/>

Website photos - <https://unsplash.com/> (Unsplash has open source photos, and does not require attributions for content used)

Bootstrap - <https://getbootstrap.com/> (Bootstrap framework used to help build the website)

Lorem ipsum - <https://www.lipsum.com/> (Lipsum used to generate most of the text)

Website hosting - <https://infinityfree.net/>

Wireframe construction – <https://www.invisionapp.com/>